



# SANDY CHUA

Sandy.valshe@gmail.com

+65 8218 3310

<http://www.sandychua.com>

An experienced digital PR professional with 5 years of experience under her belt. Aside from creating advantage for clients, she's also highly invested in international relations, sustainable food system, ESG, political philosophy, epistemology. Currently, she's pursuing further studies at NTU in Public Policy and Global Affairs with Hons, and looking for opportunities to contribute with her expertise.

## EDUCATION

### DEGREE IN PUBLIC POLICY AND GLOBAL AFFAIRS, NTU

Undergraduate 2022

### DIPLOMA IN MASS COMMUNICATION

2015

Ngee Ann Polytechnic

## CORE QUALIFICATIONS

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Microsoft Office Suite  
Screaming Frog  
SEM Rush  
Meltwater  
GWI  
CreatorIQ  
Centro (Automated digital media)

Data + Analytics  
CSR  
Social Media Management  
Influencer Marketing  
Branding  
Graphic Design  
Planning and Research  
Community Management

### Key clients



TEMASEK  
FOUNDATION



CLIFFORD  
CHANCE



ESTÉE  
LAUDER  
COMPANIES



## EXPERIENCE

### DIGITAL MANAGER

Grayling Asia | October 2021- Now

- Day-to-day responsibilities include the delivery of creative and strategic planning, best-in-class media relations project management and the management of junior members of the team
- Leads the Digital SG team and is in charge of providing counsel in relation to all things digital
- in-depth media and digital knowledge, expertise in different service areas and industries, creativity tools, and data driven insights, to deliver strategic counsel and solutions to clients and shares this knowledge with the wider team, managing and supporting their team in the delivery of their roles
- Connect with colleagues from across the global Grayling network, building good working relationships with colleagues across nations and time zones
- Build on creative strategy for all clients with data insights and primary + secondary research
- Build reporting frameworks for the client and the company
- Educate and provide the team with digital knowledge and provide trainings internally to bring the team up to speed with digital tools, trends, and algorithm updates
- Set SOPs or ways of working with new businesses
- Work very closely with the UK digital team to build the team in Asia
- Provide strategic counsel to key core global clients, focusing on B2B clients on sustainability, innovation, and technology.
- In charge of also setting up the data insights team in Asia



# SANDY CHUA

*Experienced Digital PR Professional*

## CONTACT

✉ Sandy.valshe@gmail.com

☎ +65 8218 3310

🏠 Bukit Batok St 33  
Blk 322, #09-24

<https://bit.ly/sandychuali>

## EDUCATION

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**DIPLOMA IN MASS  
COMMUNICATION**

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## EXPERIENCE

### SENIOR ACCOUNT EXECUTIVE

*Havas | March 2021 - October 2021*

- Main accounts: FairPrice (Membership, Unity, NTUC LearningHub), Far East Hospitality (The Outpost Hotel, Village Hotel), Dominos.sg, Changi Airport Group
- Comedian's Star Charity, a PR-led initiative by Rishi Report x Havas x Giving.sg to give back to the community (8-days live show)
- Led the PR/Influencer strategy for Dominos.sg, drafting press releases, media drops, pitching media angles, social media content, content trendjacking, media monitoring resulting in 32% increase in media value
- Social Media for Unity, reports
- Digital Planner/Social Media/PR for FEH accounts to advise on media budget, media plan, bid type, platform, social media reports, and media stories.

### ASSISTANT DIGITAL MANAGER

*Hill + Knowlton Strategies | May 2019 - March 2021*

- Managed Bose's Social Media & Influencer Strategy across 5 markets in APAC, acting as the primary strategic consultant for all things digital
- Led the PR/influencer strategy for WWF's Youth Sustainability Programme 2021, a large-scale WPP project to empower youths in Singapore with the right resources to lead and run their own sustainability agendas, campaigns and masterclasses (<https://www.wegotthis.world/>)
- End-to-end social media management for SICW 2019, including crafting a 360 digital strategy to drive awareness towards the event and establish SICW as a thought leader in the cybersecurity space. Planning for Social Media, Social Media Posting, Media Plan, Content strategy, Post Campaign report, Community Management
- Executive Profiling for Russell Reynolds Associates & Spotify B2B to develop thought leadership and break through the clutter with white space opportunities
- Led the FIJI Finest Moments campaign in Singapore from end-to-end, including website creation, content strategy, influencer management, media plan, website maintenance, weekly reports on campaign and final campaign report. Performance exceeded expectations by 100%
- Create and develop a scoring framework using the ESG and UN's Sustainable Development Goals to help companies assess their effectiveness in all the areas
- Pioneered H+K Project Impact, a global platform that connects businesses and organizations with non-profit organizations to help strategize and reach their ESG Goals. Draft and format white papers and market research
- Singapore Kindness Movement - Behavioural Science campaign to develop research paper on qualities and factors that influence receptiveness to messages of kindness
- Conduct quantitative research across markets for consumer insights for brands, and internal agency marketing
- Led a team of 5 for Transitions Asia, working across 7 markets in SEA. Leading the paid media portion for clients to optimize conversions and reach on social media



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**No nonsense. No fluff. The number of good reviews on my work ethics and expertise speaks volumes.**

"Sandy is a marketing team's dream. She can single handedly churn out the best looking creatives, landing page designs, launch and execute campaigns and provide a thorough analysis to tie the whole thing together. She works very hard and asks the right questions to make things happen even under the tightest of deadlines. I would recommend Sandy to any future employee!"

**Neha Mathur, Head of Growth, ClassPass Asia**

"I had the privilege of working with Sandy in the marketing team at GuavaPass. She has a desire for continual learning, excellence in her work and for accepting new and challenging projects. She comes in with an open mind and commits full attention to understanding the requirements. She is a creative individual and has a keen eye for good marketing ideas and visuals. If you need a team player that is creative, passionate and hardworking, Sandy would be a great fit."

**Adelyn Goh, Community Manager at WeWork**

[View my list of references on my LinkedIn profile!](#)

## EXPERIENCE

### CAMPAIGN MANAGER

*Visual Amplifiers | 2019*

- Work alongside designated Account Manager to manage Talent timelines, brief requirements and their queries ensuring content is produced to agreed deliverables.
- Utilise Vamp's platform to effectively manage all SG/MY/ANZ campaigns including clients from Swarovski, Singapore Kindness Movement, LTA, Estee Lauder Companies, Grab and more.
- Work collaboratively and support the needs of the broader team, with the aim of pursuing the team's mission.
- Monitor campaigns to ensure all work produced is to Vamp's high quality standard and to client brief. Coordinate timeline and making sure campaign runs smoothly while managing client's expectations and needs.
- Daily management of campaign Talent communications.
- Processing of payments relating to Talent's completed jobs.
- Managing the exceptional service delivery of our product packaging out to Talent.
- Monitoring and recording campaign results, interpreting data into useful findings and recommendations for the client.
- Work to a high standard to deliver successful campaigns that will indirectly help Vamp achieve retention and growth targets of existing accounts.
- Training other campaign managers and set up new processes in SEA that will align with the Vamp standard.

### GLOBAL ASSISTANT CAMPAIGN MANAGER

*GuavaPass | 2017-2019*

- Planning, conceptualizing and coordinating global marketing campaigns for 11 different cities including Singapore, Hong Kong, Mumbai, Bahrain, Bangkok, Beijing, Shanghai, Abu Dhabi, KL, Jakarta and Manila.
- Creating Marketing Landing Pages and implementing A/B testing on all platforms (Web and Mobile)
- Curating content for social media including creation of GIFs, Flash animation and user content for engagement (Increased social media engagement by 100%), online footprints and visibility
- Conceptualising content and promotion for Paid Media (OOH, Facebook and Instagram Ads)
- Branding and executing campaigns for GuavaPass (Eg. GuavaPass Turns 3 campaign) by setting up the marketing timeline and working with other internal teams.
- Craft event assets and other merchandise (eg. GuavaPass leggings)
- Analyze campaign results from end to end and crafting reports (Tableau)
- In charge of EDM Segmentation based on consumer behavior for all campaigns in all cities